



THE IMPACT OF CUSTOMERS' EXPERIENCE ON CUSTOMERS' LOYALTY: A FIELD STUDY IN COMPREHENSIVE SHOPPING CENTERS IN SANA'A

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ABSTRACT

This study aimed to determine the impact of customers' experience, with its cognitive and emotional dimensions, on customers' loyalty in comprehensive shopping centers in Sana'a. The study employed a descriptive-analytical approach and relied on a questionnaire as the primary data collection tool. The sample size consisted of 400 participants from four comprehensive shopping centers, selected via random sampling. The gathered data were processed and analyzed using SPSS version 27. The study concluded that the level of customers' experience in the studied centers was moderate, with a mean score of 4.91, a standard deviation of 1.036, and a percentage of 70.3%. The results also indicated that the customers' loyalty level was found to be moderate, with a mean score of 4.85, a standard deviation of 1.045, and a percentage of 69.4%. The results showed a statistically significant impact of the combined dimensions of customers' experience on customers' loyalty. Furthermore, the individual dimensions of customers' experience also had a statistically significant impact on customers' loyalty in the shopping centers under the study.

Keywords: Customer Experience, Customer Loyalty, Shopping Centers

INTRODUCTION

In recent years, organizations have shown an increasing interest in the concept of customers' loyalty, which is considered one of the most important pillars of modern marketing thoughts and a top strategic priority for organizations of all types. In the light of the increasing competition at both the local and global levels, acquiring new customers is no longer sufficient. The focus has shifted to retaining and maintaining the existing customers, as the cost of acquiring a new customer exceeds the cost of retaining an existing one. Customers' loyalty has thus become the cornerstone of modern business strategies, a goal pursued by all organizations



to build a sustainable competitive advantage, and a fundamental indicator of the efficiency and success of marketing practices and the strength of the relationship between the organization and its customers.

The growing interest in loyalty stems from the fact that customers, especially in the retail sector, now have a wide range of choices. This has led to a decline in traditional loyalty and a shift in customers' behavior, making customers' loyalty not just an aspiration but an absolute necessity for ensuring organizational continuity and profitability (Ahmed, 2020, p. 84).

Loyalty, at its core, represents a deep commitment from the customer to a specific brand or store that they prefer over competitors. Its dimensions are embodied either through behavioral loyalty, manifested in repeat visits, increased spending, and positive recommendations to others, or through emotional loyalty, which expresses a psychological and emotional connection to the store, a sense of belonging, and trust. Both are required for achieving sustainable growth (Al-Mashhara, 2021, p. 68).

Customers' experience is gaining an increasing importance in the modern shopping mall environment. It contributes to differentiating a mall from its competitors, creating a positive image in the customer's mind, and transforming a visit from a routine purchase into an exceptional experience that remains memorable and encourages return. This is achieved when malls shift their focus from simply meeting customers' needs by providing goods and services to creating a comprehensive and holistic experience that engages the customer's senses and touches their emotions throughout their shopping journey, from planning the visit to the final impression after leaving the commercial center.

Modern marketing literature indicates that the customers' experience, with its cognitive and emotional components, significantly influences the formation of customers' loyalty in its various dimensions. The cognitive dimension relates to the knowledge, perception, and understanding that the customers' gains during their interaction with the shopping center, including the ease of access, clarity of information, organized pathways, and the availability of support services. This contributes to the formation of positive perceptions that reinforce behavioral loyalty, manifested in repeated visits and purchases. The emotional dimension is linked to the feelings and emotions evoked by the shopping experience, such as joy, welcome, comfort, and a sense of distinction. This is reflected in attitudinal loyalty, characterized by



recommending and advocating for the shopping center and developing a psychological connection with it, leading to integrated loyalty (Haroon et al., 2023, p. 358), which combines positive behaviors and supportive attitudes.

The importance of customers' loyalty is amplified in the Yemeni environment, particularly in the comprehensive shopping center sector, which is witnessing expansion and growth in both number and types. This intensifies competition to attract and retain customers, especially in the current challenging economic conditions, where customers are becoming more value-conscious and less focused not only purchasing from a particular location but also on searching for a space for social interaction and human interaction and added value that enrich his shopping experience where customers' decisions are significantly influenced by social recommendations and perceived service quality. Therefore, the ability of comprehensive shopping centers to enhance the customers' experience and promote customers' loyalty is a considered an achievement of competitive advantage that ensures their continued success and growth in the current environment.

Hence, the importance of this study, which aims to analyze the impact of customers' experience, specifically its cognitive and emotional dimensions, on customers' loyalty in comprehensive shopping centers in Sana'a, the capital city.

Problem Statement of the Study

Modern shopping centers in Sana'a are among the most prominent manifestations of the transformation of retail sector in Yemen. They offer a diverse shopping environment that combines entertainment and commerce. With the remarkable growth in the number and size of these centers, increasing investments in this sector, and intense competition among them, customers' loyalty has become a crucial factor determining their success and sustainability. The official report of the Central Statistical Organization (2019) confirms that despite the growth and expansion of the Yemeni retail sector in recent years, it faces significant competition and continues to encounter challenges in attracting and retaining customers. This is due to several factors including weak relationships between centers and customers, shortcomings in developing and improving the customers' experience, the constantly changing expectations and behavior of Yemeni consumers, and superficial loyalty resulting from limited choices. Furthermore, the researcher's field observations and the initial survey indicate varying



levels of customers' satisfaction and loyalty towards the centers. This is attributed to the similarity of the goods and offers provided by the centers to a certain extent. As a result, a significant gap exists between customers' experiences with these centers and their actual and sustained level of loyalty, necessitating in-depth scientific studies into the crucial factors that ensure customers' loyalty.

Furthermore, several studies indicate that customers' cognitive and emotional experiences directly influence customers' loyalty. Hawari and Ramadan (2020, p. 77) confirmed that designing a cognitive customers' experience contributes to enhancing the customer's perceptual experience, which positively impacts his loyalty. This study recommended further research to explore the factors affecting loyalty in the non-food sector, particularly in densely populated areas such as shopping malls. Thonora and Suryaputra (2023) demonstrated that customers' cognitive and emotional experiences are among the most important determinants of customers' satisfaction and purchasing behavior. However, this study recommended applying the model in different cultural and economic contexts to verify the generalizability of the results. Also, Sudirman and Patwayati (2021) indicated that customers' experience and customers' engagement have an impact on customer' satisfaction and loyalty. Similarly, Chu (2021) indicated that the customers' emotional experience impacts customers' loyalty in shopping malls, emphasizing that customers' experience influences repurchase intentions. Hilal (2020, p. 380) demonstrated that the use of technology in the shopping environment contributes to improving customers' experience and enhances their behavioral and attitude loyalty. Abdul Halim and Al-Tayeb (2022, p. 91) pointed out that most studies in the Arab world measured loyalty solely from a behavioral perspective (such frequent visits), neglecting the emotional and affective (attitude) dimensions. It recommended integrating these two dimensions into a single research model to gain a more comprehensive understanding of the nature of loyalty.

In addition, despite the abundance of international literature and the wealth of knowledge in studies that affirmed the importance of customers' experience as a crucial factor in shaping customers' perceptions, satisfaction, and ultimately, loyalty. These studies were conducted in diverse Arab and international contexts and in advanced markets that differ radically from the Yemeni environment. The research gap was identified as both a knowledge gap and a spatial gap. The cognitive gap is the scarcity of studies that address customers' experience in its



cognitive and emotional dimensions to determine its impact on customers' loyalty in a single field study. Moreover, most studies measured loyalty from a behavioral perspective only (such as frequency), ignoring the (attitude) dimension, while it was studied in its two types (behavioral and attitude). The spatial gap is that there is no study, to the best of the researcher's knowledge, that addressed the impact of customers' experience in its two types (cognitive and emotional) on customers' loyalty represented by behavioral loyalty and attitudinal loyalty to comprehensive shopping centers in the capital, Sana'a. This confirms the existence of a clear research gap in Yemeni marketing literature related to the subject of the study.

Based on the above, the study problem is defined by the main question, i.e. What is the impact of customers' experience on customers' loyalty in the comprehensive shopping centers in Sana'a?

The following sub-questions stem from this main question:

- What is the level of availability of customers' experience in comprehensive shopping centers in Sana'a?
- What is the level of customers' loyalty in comprehensive shopping centers in Sana'a?
- What is the impact of customers' experience, in its various dimensions, cognitive and emotional, on customers' loyalty in comprehensive shopping centers in Sana'a?

Study's Objectives

This study aims to determine the impact of customers' experience on customers' loyalty in shopping centers in Sana'a.

In addition to the main objective, the study aims to achieve the following sub-objectives:

- To determine the level of availability of customers' experience in comprehensive shopping centers in Sana'a.
- To determine the level of customers' loyalty in comprehensive shopping centers in Sana'a.
- To determine the impact of customers' experience, in its various dimensions, cognitive and emotional, on customers' loyalty in comprehensive shopping centers in Sana'a.



The significance of this study lies in the following:

- *Theoretical Significance* - This study contributes to the body of knowledge and bridging the scientific and knowledge gap in the fields of customer experience and customer loyalty, as these are relatively new topics in the Yemeni context and require further research and scientific grounding. It also represents a new addition to the existing research and studies on the impact of customer experience on customer loyalty. It will enrich the Yemeni and Arab libraries with a modern source of knowledge and open new avenues for researchers in this field. It will serve as a reference for many researchers and those interested in the study variables in the future.
- *Practical Significance* - The current study diagnoses the current state of customer diagnoses'' experience and customers' loyalty in the shopping centers under study and identifying the strengths and weaknesses of each variable. It also provides new and useful information on how to improve the ability of shopping centers to achieve customer loyalty through the application of modern customer experience practices. Further, it presents a set of scientifically based findings and recommendations that can help decision-makers in shopping centers keep pace with contemporary marketing programs that prioritize customer experience, thereby positively impacting customer loyalty.

Study's Hypotheses

This research hypothesis that, *There is a statistically significant impact of customers' experience, in its combined dimensions (cognitive experience and emotional experience), on customers' loyalty in comprehensive shopping centers in Sana'a.*

The following sub-hypotheses stem from the main hypothesis:

- *There is a statistically significant impact at the 0.05 level of significance for the customers' cognitive experience dimension on customers' loyalty in the comprehensive shopping centers included in the study.*
- *There is a statistically significant impact at the 0.05 level of significance for the customers' emotional experience dimension on customers' loyalty in the comprehensive shopping centers included in the study.*



Customers' Experience

Customers' experience is defined as a complex cognitive and emotional process arising from a series of interactions between the customer and the organization. It encompasses responses to marketing stimuli across five dimensions: sense, feeling, thinking, doing, and relating (Chu, 2021). Customers' experience is defined as the cognitive and emotional responses and reactions of customers resulting from a series of direct and indirect interactions and points of contact between the customer and the company or brand throughout their journey (Sudirman & Patwayati, 2021).

Dealing with it operationally, customers' experience can be defined as the sum of impressions and interactions formed by customers of comprehensive shopping centers in Sana'a, measured by its two dimensions: the cognitive experience, related to the logic and efficiency of shopping, and the emotional experience, related to the positive feelings and sensations aroused during the visit.

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- *Customers' Cognitive Experience*

Customers' cognitive experience refers to customers' knowledge regarding the content of the shopping center, including goods and services, quality, price, and service level (Bavarsada & Rashedi, 2020, p. 107). It refers to the cognitive aspect of the experience and relates to the ability of environmental stimuli to stimulate thought and attention, arousing customer curiosity and expanding their knowledge and understanding of information related to the product, service, or company (Kotler & Armstrong, 2021, p. 182).



Operationally, customers' cognitive experience in a shopping center can be defined as the knowledge and mental perception that a customer develops about the shopping center based on the clarity of information, their understanding of available offers and services, ease of navigation and access to products, organized pathways, and perceived value.

- *Customers' Emotional Experience*

Customers' emotional experience reflects their feelings and impressions of the shopping center whether these feelings are positive or negative, whether they were happy and pleased or unhappy, and whether the shopping experience was enjoyable or not. (Kotler & Amstrong, 2021, p. 183). Customers' emotional experience is also defined as the feelings and sensations generated in a customer as a result of interacting with a brand, such as joy, happiness, comfort, or excitement, and forms the basis for attachment (Thonora & Suryaputra, 2023).

The customers' emotional experience can be operationally defined as the affective aspect of the customers' experience that expresses the positive feelings and emotions evoked by the shopping process within the mall, such as satisfaction, joy, pleasure, enjoyment, security, and psychological comfort, among other feelings.

Customers' Loyalty

Customers' loyalty is also defined as a purchasing behavior based on past experiences with an organization and its products, leading them to repeat purchases of its products and services and to promote them positively to others to gain new customers. (Maziani, 2022, p. 386).

Customers' loyalty can be operationally defined as a deep commitment by the customer to a particular mall or brand, which motivates them to repeat purchases, prefer this mall over competitors, and adopt positive behaviors towards it, such as recommending it to others.

- *Attitudinal Loyalty*

Attitude loyalty refers to a positive attitude held by the customer towards a product or brand, which they then recommend through positive verbal communication with others (Mohammed, 2021, p. 89).



Attitude loyalty can be operationally defined as customers' feeling of emotional attachment to the store, promoting it by speaking positively about it to others, and recommending it to friends.

- *Behavioral Loyalty*

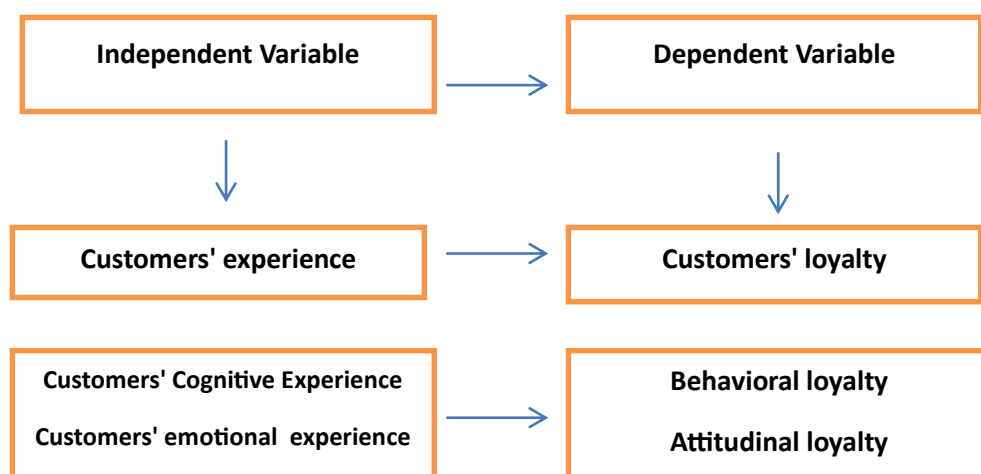
Behavioral loyalty is defined as the actual repurchase process and the customer's intention and inclination to make future purchases from the same brand or store (Abdul Halim & Al-Tayeb, 2022, p. 399).

Behavioral loyalty can also be operationally defined as the customer's tangible actions, such as repeat visits for actual purchases, the amount of money spent within the store, consistent interaction with the store, and practical preference for it over competitors.

Study's Model

Based on the research problem and in pursuit of its objectives, the study adopted a cognitive model that expresses the logical role and impact between the study variables. This model is suitable for the specific context of the Yemeni environment in general, and the environment of shopping centers in particular. The dimensions of the independent variable, customers' experience, were defined as cognitive experience and emotional experience. The dimensions of the dependent variable, customers' loyalty, were defined as behavioral loyalty and attitude loyalty.

Figure (1): The Study's Cognitive Model



Source: Prepared by the Researcher



This study relied on the descriptive and analytical approach as one of the most used approaches to the study of social and human phenomena, and it is descriptive as it finds out the nature of the contents and level of both the customers' experience and the loyalty of the customers and to identify the impact of the customers' experience on the loyalty of customers in the commercial centers, the field of study.

Population and Sample of the Study

The study population includes all customers who frequently visit to the comprehensive commercial centers in the capital of the Republic of Yemen, Sana'a. It includes the Libyan Commercial Center, Alshalal Comercial Complex, Sama Mall Center, and Metro Mall Center. These comprehensive commercial centers were chosen as being the largest in size and containing everything the family needs under one roof. The study relied on a random sample of customers in the commercial centers in the field of study, and the appropriate sample size was determined by relying on the Morgan Statistical Equation, which determines the size of the random sample of unspecified communities by 384 items. To ensure that the appropriate size of the sample is reached, the sample size has been determined by (400) participants, and the following table shows the study sample for each center, the number of questionnaires distributed, the percentage of recovery, and questionnaires suitable for analysis.

Table (1): Number of Participants in Each Commercial Centers

Commercial Center	Study Sample	Administered Questionnaires	Valid Questionnaires	Return Rate
Libyan Commercial Centre	100	100	94	94%
Alshalal Commercial Centre	100	100	86	86%
Sama Mall Center	100	100	91	91%
Metro Mall Center	100	100	91	91%
Total	400	400	362	91%



The analysis unit in this study is the commercial centers, according to what the study variables of customers' experience and customers' loyalty require, as they are variables that cannot be measured and analyzed at the level of participants but at the level of the organization as a whole.

Apparent Validity

To ascertain the apparent validity of the study instrument, as it was presented in its initial form to a number of specialists and academic referees to seek their views on everything related to the variables and dimensions of the study, the accuracy and clarity of the items of the questionnaire, and their suitability for the objectives of the study and to show their comments on what they see necessary to modify some items, delete others, or add new items to develop the construction of the questionnaire. Based on the observations and suggestions expressed by the referees, the proposed amendments to the study tool have been made to be in its final form.

Data Analysis

The study relied on the questionnaire as a main tool for collecting field data and measuring the study variables, showing its suitability and efficiency in achieving the objectives of the study. The questionnaire consisted of two parts where part one is related to the demographic data of the sample participants, and part two is related to the study variables and their dimensions in proportion to the questions, objectives and hypotheses of the study.

Likert's seven-point scale was used to measure the answers of the items of the questionnaire answered by the participants where it is ranged from (1) *strongly disagree* to (7) *Strongly agree*.

The study data were analyzed by the SPSS program employing descriptive statistical methods such as percentages, mean scores, standard deviations besides correlation and regression tests. To ensure the reliability and stability of the study instrument, Pearson correlation coefficient was used to test the structural validity and Cronbach's Alpha was used test to measure reliability.



Respondents' Data

This section deals with the characteristics of the sample that were included in the questionnaire, as shown in Table 2 below, which was represented by a number of demographic variables, namely: sex, age, scientific qualification, job, monthly income. These characteristics have been summarized as follows:

Table (2): Respondents' Demographic Data

Statement	Classification	Frequency	Ratio
Sex	Male	265	70.7%
	Female	106	29.3%
Age	Less than 25 years	136	37.6%
	25-39 years	190	52.5%
	40-49 years	30	8.3%
	50- more	6	1.7%
	Basic or less	40	11.1%
	secondary school	128	35.4%
Educational Qualifications	diploma after high school	31	8.6%
	Bachelor degree	131	36.2%
	Higher studies	32	8.8%
	Government employee	28	7.7%



Job	Private employee	177	48.9%
	Unemployed	157	43.4%
Monthly Income	less than 50 thousand	117	32.3%
	50-99 thousand riyals	140	38.7%
	100-149 thousand riyals	41	11.3%
	150 thousand riyals or more	64	17.7%

Table (2) shows that the majority of male participants are (70.7%) compared to females (29.3%), which indicates that males represent the largest segment of shoppers in comprehensive commercial centers in the capital, Sanaa. This can be explained by the nature of the Yemeni social and cultural environment, which still gives men more freedom to go to commercial centers, whether for personal shopping or to meet the needs of the family, in addition to that some females may prefer to rely on male family members to buy. As for the age group, it was found that the category (25-39) years represents the largest percentage of the sample members by (52.5%), followed by the category less than 25 years by (37.6%), while the category (40-49 years) constituted (8.3%), and the category (50) years and more) was (1.7%). This indicates that young people represent the most bounced segment of comprehensive commercial centers, due to their interest in modern lifestyles and their desire to shop and entertain in an integrated environment. Also, this category is the most affected by marketing offers and technological innovations used in malls. As for the low percentage of older groups, they are due to their different purchasing styles and their tendencies for traditional shopping or in open markets. With regard to the educational level, the results showed that the majority of the sample members of the bachelor's degree (36.2%), followed by the high school holders by (35.4%), then the primary qualification holders and less (11.1%), the higher studies holders (8.8%), and finally the diploma after the high school (8.6%). This distribution indicates that most of the pioneers of commercial centers enjoy an average educational level to high,



which reflects their awareness of the importance of the integrated shopping experience and their interest in the quality of services and offers within the commercial centers, and this diversity is in the educational levels enhance the diversity of views and answers in the questionnaire, which increases the credibility of the results of the study. As for the job sector, the results showed that the majority of respondents work in the private sector by (48.9%), followed by non-employees by (43.4%), then employees in the government sector by 7.7%). These results can be explained by the fact that the commercial centers in Sanaa primarily attract the category of workers in the private sector due to their temporal flexibility and relatively high purchasing power compared to public sector employees. Also, the high percentage of non-employees may indicate the presence of a large number of students, housewives and young people looking for work who visit malls for entertainment or irregular shopping. As for the monthly income level, it was found that the higher percentage of the respondents possesses a monthly income ranging between 9950 thousand riyals) by (38.7%), followed by those with income less than 50 thousand riyals (32.2%), then those with income 150 thousand riyals or more by (17.7%), and finally those with income between 100-149 thousand riyals) by (11.3%). These results indicate that most shoppers in comprehensive commercial centers belong to the lower middle or middle class in terms of income, which is the category that represents the main consumer base in the Yemeni market. The presence of a significant percentage of high-income people indicates that these centers attract multiple segments of society thanks to the diversity of their products and services. In general, the characteristics of the sample show that the study included various categories in terms of gender age, education, income, and the nature of work, which enhances the comprehensiveness of data and the reliability of the results, and the study gains a representative dimension appropriate to the reality of shoppers in the comprehensive commercial centers in the capital Sana'a.

Evaluation of the Measurement Model

For measuring the consistency and internal harmony to test the content of the questionnaire form, the transactions of internal consistency of each item were extracted that express each of the variables of the study using the correlation matrix, and to identify the internal consistency of the items, the correlation coefficients between each item and the dimension of it using the correlation coefficient (pearson) can be calculated as follows:



Table (3): Measuring Internal Consistency Validity for Customers' Experience

Customers' Cognitive Experience			Customers' Emotional Experience		
Item	Correlation	p	item	Correlation	P
1	0.837	0.000	5	0.885	0.000
2	0.812	0.000	6	0.880	0.000
3	0.848	0.000	7	0.874	0.000
4	0.807	0.000	8	0.886	0.000
Total	0.826	0.000	9	0.871	0.000
			Total	0.880	0.000

Source: Prepared by the Researcher based on Questionnaire's Statistical Analysis

Table (3) above shows the correlation coefficient between each customers' experience items and the total score. The table shows that the correlation coefficients between the different items are high, exceeding (85%), which indicates that the correlation coefficients are significant at the 0.05 level. Therefore, it is considered valid for what it was designed to measure.



Table (4): Measuring Internal Consistency Validity for Customers' Loyalty

Customers' Behavioral Loyalty			Customers' Attitudinal Loyalty		
Item	Correlation	p	Item	Correlation	P
10	0.770	0.000	13	0.830	0.000
11	0.788	0.000	14	0.855	0.000
12	0.829	0.000	15	0.862	0.000
Total	0.796	0.000	16	0.857	0.000
			17	0.853	0.000
			Total	0.851	0.000
Total Average				0.824	0.000

Source: Prepared by the Researcher based on Questionnaire's Statistical Analysis

Table (4) above shows the correlation coefficient between each statement regarding customers' loyalty to shopping centers and the overall score for the same axis. It is noteworthy that the correlation coefficients between the different items and dimensions are high, reaching approximately (82%). This indicates that the correlation coefficients are significant at the (0.05) level, thus confirming the questionnaire's validity for its intended purpose.

Instrument Reliability

The reliability of a questionnaire means that it yields the same results if redistributed multiple times under the same conditions. The researcher verified the reliability of the study questionnaire using Cronbach's Alpha, as shown below:



Table (5): Cronbach's Alpha Coefficient for Measuring Reliability

Main Variables	Dimensions	Cronbach's Alpha Coefficient	Mcdonald Omega	P
Customers' Experience	Customers' Cognitive Experience	0.781	0.800	0.000
	Customers' Emotional Experience	0.925	0.930	0.000
Customers' Loyalty	Customers' Behavioral Loyalty	0.709	0.711	0.000
	Customers' Attitudinal Loyalty	0.904	0.910	0.000
Total Reliability		0.827	0.832	0.000

Source: Prepared by the Researcher based on the Analysis of the Questionnaire

The results in Table (5) above using Cronbach's alpha coefficient, show that all study dimensions are characterized by reliability, as the internal consistency of all axes reached (0.827) and the reliability value for all dimensions reached (0.832), which is an acceptable value for the reliability of internal consistency for the purposes of the study and analysis, because the higher the value of Cronbach's alpha, the more reliable the study. The closer the internal consistency is to one, the more consistent it becomes.

Descriptive and Constructive Model and Hypothesis Testing

Results of Study's Question One: What is the level of customer experience in the shopping centers under study?

To answer this question, the results were presented for each dimension according to its items, through the analysis of arithmetic means, standard deviations, importance levels, and item and dimension rankings for each variable. These can be illustrated in the following tables.



Table (6): Results of the Descriptive Analysis of the Customers' Cognitive Experience

No.	Item	Mean	Sd.	Relative Significance	Rank	Item Slope
1	My shopping experience at this center provided me with sufficient information about the products I need.	5.04	1.016	72	1	Agree to some what
2	My shopping experience at this center introduced me to new products and brands I was previously unaware of.	4.85	1.084	69.3	3	Agree to some what
3	I discovered many items that suit me while shopping at this center.	4.87	1.025	69.6	2	Agree to some what
4	The center is committed to continuously informing customers about new offers and products.	4.77	1.022	68.2	4	Agree to some what
	Total	4.88	1.036	69.8		Agree to some what

Table (6) above shows that the level of customers' cognitive experience in the shopping centers included in the study sample was moderate, with a mean of (4.88), a standard deviation of (1.036), and a relative significance of (69.8%). This indicates that the knowledge customers acquire while shopping is acceptable but insufficient to form a comprehensive cognitive understanding. The standard deviation also reflects a variation among the sample members in the level of information they receive. This indicates inconsistencies in marketing practices between centers or between different stores. This moderate level may be attributed to the limited promotional methods used, weak marketing communication tools, and the large number of stores within the centers, which makes it difficult for customers to form a clear cognitive picture of the contents and offers.

The statement regarding "my shopping experience at this center provided me with sufficient information about the products I needed", ranked first, with a mean score of 5.04 and a relative significance of 72%. This indicates that the primary source of knowledge is direct experience within the center, rather than promotional campaigns. This can be explained by the limited



effectiveness of advertising in conveying information and customers' reliance on self-directed learning while shopping. Conversely, the statement regarding the center's commitment to continuously informing customers about new offers and products received the lowest mean score of 4.77 and a relative importance of 68.2%. This suggests a clear deficiency in updating and communicating offers, and perhaps weaknesses in promotional tools or their unsuitability to customer needs.

The results reflect that consumers' cognitive experience remains at an average level and requires development through enhanced marketing communication, standardized promotional tools, and improved information presentation methods within the centers.

Table (7): Results of the Descriptive Analysis of the Customers' Emotional Experience

No.	Item	Mean	Sd.	Relative Significance	Rank	Item Slope
5	My shopping experience with this center was a pleasant one for me as a customer	5.23	1.063	74.8	1	Agree to some what
6	My shopping experience with this center was an exciting and interesting one	4.95	1.016	70.7	3	Agree to some what
7	My shopping experience with this center was a comfortable one for me as a customer	5.02	1.088	71.7	2	Agree to some what
8	My experience shopping at this center has made me love shopping there always	4.69	1.037	67.0	5	Agree to some what
9.	I feel happy whenever I come to shop at this mall	4.86	1.028	69.5		Agree to some what
	Total average	4.95	1.037	70.8	Agree to somewhat	



Table (7) shows above that the level of emotional customers' experience in the shopping centers included in the study sample was average, with a mean score of (4.95), a standard deviation of (1.037), and a relative significance of (70.8). This indicates that the emotional impact these centers have on their customers remains within acceptable limits, without reaching the level of a distinguished emotional experience that strengthens their attachment to the center. The standard deviation also reveals a variation in feelings of enjoyment and comfort among customers, reflecting the difference in the quality of the internal environment and services provided between different centers. This average level is attributed to the varying ability of centers to provide elements of comfort and enjoyment, such as an attractive environment, organized movement, cleanliness, quality of support services, and the level of employees' skills in dealing with customers. This limits the formation of a strong and stable emotional experience for customers.

The statement related to "My shopping experience with this center was an enjoyable experience for me as a customer" ranked first, with a mean of (5.23) and a relative importance of (74.8%), indicating that some centers succeed in providing a good level of enjoyment. During shopping, this is often linked to the design of the place, the variety of shops, or the quality of direct services. Conversely, the statement "My experience shopping at this center made me always love shopping there," received the lowest mean score (4.69) and relative importance (67.0%), indicating that the positive emotional experience does not reach the level of forming a lasting attachment to the center. This may be attributed to high prices, overcrowding, limited offers, a lack of comfort, or unsatisfactory service in some departments.

In general, the results reflect an acceptable basis for the emotional experience, but it still needs to enhance the elements of emotional attraction and improve the quality of services to raise the level of emotional attachment among customers.

The results of answering the first question, which asked about the level of customers' experience in the shopping centers under study in the capital, Sana'a, can be summarized in the Table 8 below.



Table (8): Results of the Descriptive Analysis of the Independent Variable: Customers' Experience

Dimensions of customers' experience	Mean	Sd.	Relative Significance	Rank	Item Slope
Customers' cognitive experience	4.88	1.036	69.8	2	Moderate Degree of Achievement
Customers' emotional experience	4.95	1.037	70.8,	1	Moderate Degree of Achievement
Total	4.91	1.036	70.3		Moderate Degree of Achievement

The results in Table (8) above show that the level of customer experience in the comprehensive shopping centers included in the study sample reached an average level with a mean of (4.91), a standard deviation of (1.036), and a relative significance of (70.3%). This indicates that the experience customers have while shopping is generally acceptable, but it does not reach the level of a distinctive experience that enhances interaction and strong attachment to the centers. This result reflects a relative deficiency in integrating the cognitive and emotional aspects of the experience, as cognitive stimulation methods, offers, and marketing communication techniques are still less effective than the required level. Furthermore, the environmental and service elements that create a strong emotional response in customers vary from one center to another. The generally average level may be attributed to weak integration between marketing elements that influence perception and emotion, such as the quality of offers. Promotional activities, employees' skills, and the internal environment limit the creation of a comprehensive customer experience that fosters comfort and a desire for repeat visits to these centers. This answers the first research question, which asks: What is the level of customer experience in the shopping centers within the study area in Sana'a, the capital city? Therefore, the first objective of the study, which was to determine the level of customer experience in the shopping malls under study in Sana'a, has been achieved.



Results of the Study's Second Question: What is the level of customers' loyalty in the shopping malls under study in Sana'a?

To answer this question, the results were presented for each dimension, according to its items, through the analysis of arithmetic means, standard deviations, significance levels, and the ranking of items and dimensions for each variable. These can be illustrated in the following tables:

Table (9): Results of the Descriptive Analysis of the Behavioral Loyalty Dimension

No.	Item	Mean	Sd.	Relative Significance	Rank	Item Slope
10	I regularly purchase all the goods I need from this center.	4.56	1.052	65.1	1	Agree to some what
11	I frequently visit and browse this center, even if I don't intend to make a purchase	5.22	1.081	74.5	3	Agree to some what
12	I consistently strive to maintain good and strong relationships with the staff at this center.	5.14	1.090	73.4	2	Agree to some what
	Total Average	4.97	1.074	71.0		Agree to some what



Table 9 above shows that the level of customers' behavioral loyalty in the shopping centers under study was moderate, with a mean of 4.97, a standard deviation of 1.074, and a relative significance of 71%. This indicates that customers' behavior regarding purchasing and actual repeat visits is still below the desired level, and that shopping centers have not yet succeeded in converting customers' satisfaction and positive experiences into lasting and stable behavioral loyalty. This is attributed to the influence of current economic conditions on purchasing behavior and the weak purchasing power of a large number of customers, in addition to the availability of multiple alternatives in the local market, which makes customers less committed to a specific shopping center.

The item concerning "continuous visits to the center even without the intention of purchasing", ranked first with a mean score of 5.22 and a relative importance of 74.5%. This indicates that shopping centers have become social and recreational destinations for customers as much as shopping centers, reflecting the nature of modern malls as entertainment and social interaction hubs. Conversely, the item related to "regularly purchasing all needs from the same center", ranked last with a mean score of 4.56 and a relative importance of 65.1%. This is attributed to the higher prices of goods compared to other markets and the varying income levels among mall visitors, leading many to prefer partial or selective shopping rather than purchasing everything from a single center.



Table (10): Results of the Descriptive Analysis of the Situational Loyalty Dimension

No.	Item	Mean	Sd.	Relative Importance	Rank	Item Slope
13	I prefer shopping at this center to shopping at other competing centers.	4.71	1.063	67.3	3	Agree to some what
14	I prefer this center as it offers better products than other centers.	4.63	1.001	66.1	4	Agree to some what
15	I always recommend this center to my friends.	4.87	1.002	69.5	2	Agree to some what
16	I speak positively about this center to my friends and others.	5.05	1.018	72.1	1	Agree to some what
17	I do not intend to change my shopping habits at this center in the future.	4.46	1,001	63.8	5	Agree to somewhat
	Total	4.74	1.017	67.8		Agree to somewhat

Table (10) above shows that the level of customers' attitude loyalty in the comprehensive shopping centers under study was moderate, with a mean of (4.74), a standard deviation of (1.017), and a relative significance of (67.8%). This indicates that customers' positive attitudes and feelings toward these centers remain limited, and that their mental impression and personal preference do not reach the level of deep loyalty or emotional attachment to the shopping center. This is attributed to the similarity of services and goods among shopping centers in



Sana'a, which weakens competitive differentiation and leads customers to view them as similar options that can be easily substituted for one another.

The statement that “the customer speaks positively about the shopping center with others” ranked first with a mean score of 5.05 and a relative importance of 72.1%. This reflects the relative satisfaction of customers with the overall shopping experience in these centers, particularly regarding product quality, mall size, and the availability of cafes and entertainment services that contribute to a comfortable and enjoyable shopping experience. This indicates that customers have a positive verbal or promotional attitude towards major shopping centers in Sana'a, even if it is not accompanied by actual long-term loyalty. Conversely, the statement that “the customer does not intend to change their shopping center in the future” ranked last with a mean score of 4.46 and a relative significance of 63.8%. This indicates a weak intention to continue shopping at a specific center, which is attributed to the high prices associated with international brands within these centers, compared to the limited income of a large segment of Yemeni consumers, as well as the absence of clear competitive advantages or loyalty programs that could enhance customers' loyalty.

The answer to the second question, which addressed the level of customers' loyalty in the shopping centers under study in Sana'a, can be summarized in Table 11 below.

Table (11): Results of the Descriptive Analysis of the Dependent Variable: Customers' Loyalty

Dimensions of Customers' Loyalty	Mean	Sd.	Relative Significance	Rank	Item Slope
Customers' Behavioral Loyalty	4.97	1.074	69.8	1	Moderate Degree of Achievement
Customers' Attitudinal Loyalty	4.74	1.017	70.8,	2	Moderate Degree of Achievement
Total	4.85	1.045	70.3		Moderate Degree of Achievement



The results in Table (11) above show that the level of customers' loyalty in the comprehensive shopping centers under study was moderate, with an arithmetic mean of (4.85), a standard deviation of (1.045), and a relative significance of (69.4%), indicating that customers have not yet reached the required level of strong loyalty or complete commitment to these centers. This average rating reflects that customers' satisfaction and positive experience do not fully translate into a continuous and intensive engagement with the shopping center, indicating opportunities to enhance loyalty by improving services and offering distinct competitive advantages.

The results showed that behavioral loyalty was the most important dimension of loyalty, with a mean score of 4.97 and a relative significance of 71%. This indicates that customers' behavior related to partial repeat visits and purchases is relatively stable, but it does not reflect a complete commitment to purchasing all their needs from the same center.

In contrast, attitudinal loyalty was the least important dimension, with a mean score of 4.74 and a relative importance of 67.8%. This indicates weak emotional attachment and personal preference for the shopping center, attributed to the similarity of services and goods across centers and the high prices for a large number of customers, which reduces their willingness to remain loyal to a particular center in the long term.

These results confirm that shopping malls in Sana'a need to develop differentiation elements and value-added services, whether by enhancing the shopping environment, employing technology, or offering innovative loyalty programs, with the aim of raising the overall level of customer loyalty, increasing repeat purchases, and fostering emotional attachment to the malls.

This answers the second research question, which states, "What is the level of customer loyalty in the shopping malls under study?" Therefore, the second research objective, which was to determine the level of customers' loyalty in the shopping malls under study, has been achieved.

Results of the Study's Third Question: What is the impact of customers' experience on customers' loyalty in the shopping malls under study?

This question was answered by testing the following hypotheses:



Main Hypothesis: There is a statistically significant impact ($p < 0.05$) of customers' experience on customers' loyalty in the comprehensive shopping malls under study.

Table (12): Multiple Regression Coefficient for the Impact of Customers' Experience on Customers' Loyalty

Independent Variable	R1	R2	F-value			Statistical Decision
			Correlation Coefficient	Calculated T	Significance Level	
Customers' Experience	0.744	0.554	199.7	8.5	0.000	Accepted Hypothesis

The results in Table (12) above indicate a statistically significant impact of customers' experience on customers' loyalty in the comprehensive shopping centers under study. The correlation coefficient (R) reached a value of (0.744), indicating a moderate positive correlation between customers' experience and customers' loyalty. This means that increased quality and effectiveness of customers' loyalty is associated with an improved customer experience.

The coefficient of determination (R) was 0.554, meaning that customers' experience explains 55.4% of the variation in customers' loyalty. This percentage reflects a significant impact of the independent variable, while 44.6% of the variation remains related to other variables not included in the study model, such as pricing, personalized service, loyalty programs, or customers' socioeconomic factors.

The significance of this result is confirmed by the calculated F-value (199.7), which is higher than the tabulated value of (8.5), and a significance level of (0.000), which is less than the significance level of (0.05). This indicates a statistically significant effect at the significance level of (0.05) between customer experience and customer loyalty to the shopping centers under study. Based on this result, the main hypothesis of this study is accepted.

This answers the third research question, which states: "What is the effect of customers' experience, with its dimensions (cognitive and emotional), on customers' loyalty in the



comprehensive shopping centers under study?” Therefore, the third research objective, which states: “To determine the effect of customers’ experience, with its combined dimensions (cognitive and emotional), on customers’ loyalty in the comprehensive shopping centers under study,” has been achieved.

Testing the hypotheses stemming from the main research hypothesis:

Table (13): Simple Regression Coefficient for the impact of Customers’ Experience on Customers’ Loyalty

Independent variable	B	Standard Error	Beta	Calculated T	Significance level	Statistical Decision
Fixed Amount	1.336	0.196		6.810	0.000	
Customers’ Cognitive Experience	0.343	0.055	0.357	6.237	0.000	Accept Hypothesis
Customers’ Emotional Experience	0.382	0.050	0.435	7.592	0.000	Accept Hypothesis

Testing the First Sub-Hypothesis: The Effect of Customers’ Cognitive Experience on Customers’ Loyalty

The results in Table (13) indicate a statistically significant effect of customers’ cognitive experience on customers’ loyalty in comprehensive shopping centers in Sana’a, the capital city. The value of (Beta) reached (0.357), which means that, after controlling for other variables, increasing the level of customers’ cognitive experience by one degree leads to an increase in customers’ loyalty by 35.7%. This result is supported by the value of (T) which reached



(6.237), which is significant statistically at a significance level of less than (0.05), thus the first sub-hypothesis is accepted. This is attributed to the fact that the customer's knowledge of the mall's content and offers increases customers' satisfaction during the shopping experience and reduces stress while browsing the mall, making customers more willing to return and make further purchases, and make customers recommend the mall to others.

Testing the Second Sub-Hypothesis: The effect of customers' emotional experience on customers' loyalty

The results in Table (13) also show that customers' emotional experience has a statistically significant effect on customers' loyalty, with a value of (Beta) of (0.435). This means that when other variables are controlled, the increasing level of customers' emotional experience by one degree leads to an increase in customers' loyalty by (43.5%). This is further supported by the (T) value of (7.592), which is statistically significant at a significance level of less than (0.05), thus accepting the second sub-hypothesis. This effect is attributed to the fact that the customer's initial convictions and impressions about shopping, including the enjoyment, comfort, attention, good service, and special offers they find make them more likely to repeat visits and interactions with the shopping center and enhance their loyalty to the center.

In general, it can be concluded that all dimensions of customers' experience (cognitive and emotional) have a statistically significant positive impact on customers' loyalty. The analysis of the beta values reveals that the customers' emotional experience has the greatest impact (43.5%), indicating that focusing on creating a positive customers' impression is the most effective strategy for boosting customers' loyalty in the comprehensive shopping centers studied.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

The current study concluded with a set of findings reflecting the impact of customers' experience on customers' loyalty in the comprehensive shopping centers under study in Sana'a, the capital city. These findings are as follows:

- The comprehensive shopping centers under study demonstrate a moderate level of interest in customers' experience.



- The comprehensive shopping centers under study are concerned with customers' experience at varying levels, where the emotional experience was the most important, followed by the cognitive experience.
- The comprehensive shopping centers under study are concerned with providing customers' cognitive experience; however, there are shortcomings in promotional and marketing campaigns to inform customers about new offers and products.
- The comprehensive shopping centers under study are concerned with the emotional experience; however, there are shortcomings in making customers enjoy shopping at the same center. This reflects a relative deficiency in the comprehensiveness of products and services or the weakness of the offers provided.
- There are shortcomings on the part of the comprehensive shopping centers under study in achieving a high level of customers' loyalty.
- The comprehensive shopping centers in the study area prioritize behavioral loyalty over attitude loyalty, indicating that these centers focus more on repeat visits than on customers' emotional commitment or value preferences.
- The comprehensive shopping centers in the study area exhibit weaknesses in loyalty programs and exclusive benefits that foster customers' emotional attachment.
- Customers' experience has an impact on enhancing both customers' behavioral and attitudinal loyalty to the shopping centers in the study area.
- Customers' cognitive experience has an impact on enhancing customers' loyalty to the shopping centers in the study area.
- Customers' emotional experience has an impact on enhancing customers' loyalty to the shopping centers in the study area.
- Customers' emotional experience has proven to be the strongest factor influencing customers' loyalty to the shopping centers in the study area.



The study recommends a set of measures aimed at enhancing the ability of the shopping centers in the study sample to achieve customers' loyalty and improve the customers' experience efficiently and effectively through the following:.

- Encouraging the management of the comprehensive shopping centers in the study to focus on developing methods to improve the customers' experience, as it is a key factor in attracting visitors and strengthening their loyalty.
- The shopping centers in the study should prioritize the emotional experience of customers, as it has a greater impact on increasing customers' satisfaction and encouraging repeat visits.
- It is important for the shopping centers in the study to implement continuous promotional and marketing campaigns using modern and diverse methods and tools that contribute to enhancing customers' awareness of new offers and products.
- The shopping centers must distinguish themselves by offering unique offers and added services not available in competing centers, in order to create a competitive advantage capable of increasing loyalty.
- Working to make the shopping center a pleasant place for customers and their families by providing a comprehensive mix of goods and services that meet customers' needs, and paying attention to entertainment elements and improving the shopping environment to enhance customers' comfort and increase the length of their stay in the center.
- Expand marketing activities that enhance the customers' emotional experience and provide an unforgettable shopping experience.
- Shopping center staff must build friendly relationships with customers, respect them, listen to their complaints and suggestions, and strive to create a positive impression on customers during each visit.
- It is essential to design targeted and ongoing loyalty programs based on a points and rewards system to encourage repeat purchases and increase behavioral loyalty.



- Build situational loyalty by focusing on emotional connection with customers through promotional campaigns and community values that enhance the shopping center's image in the minds of customers.
- Conduct periodic research to measure customers' satisfaction and loyalty levels to identify weaknesses in the shopping experience and address them effectively.

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